

*Main Street Memo*

Brought to you by the Organization Committee

Vol. 3 . No. 5

**Viva Las Vegas!**

Win a vacation to Las Vegas, and support Main Street! The winner will receive roundtrip airfare for two people and a 2 night/3 day stay in a Las Vegas hotel! Last year's winner stayed at the MGM Grand! The prize may be redeemed between April 1st and November 1, 2012. The drawing will be held at the Annual Main Street Meeting on Saturday, March 3. Raffle tickets are only \$10 and all proceeds benefit Main Street.

**Main Street Madness is coming!**

We want to help promote a Main Street Madness theme in the downtown, that will incorporate a celebration of spring promotions along with building the anticipation for the intensely busy summer that lays ahead for downtown! Join us in our Main

Street Madness celebrations at our Annual Meeting on Saturday, March 3rd, at the Elks Lodge. Tickets are only \$15 and include a full dinner and dessert. We also have an easy way for you to help support our program, while participating in the Madness! When the Big Buckle Bash Committee worked with Buffalo Wild Wings to offer the Blazin' Wings Challenge, they were also offered an opportunity to have a fundraiser. Buffalo Wild Wings has offered Main Street the opportunity to hand out specific coupons that allow for 10% of all food orders, on specific days, to be donated back to Main Street. We have chosen the dates of March 5 and March 19, to coincide with the March Madness NCAA Tournament. Keep an eye out for the coupons!

**Advertise on the cheap and learn how to Tweet!**

Main Street and the Chamber of Commerce have teamed up to offer their second social media noon workshop. On February 29th, we will be showing you just how affordable (if not free!) social media advertising is. We'll discuss the difference between Facebook Fan Pages and Profile Pages, Facebook advertising (campaigns), and also teach you about Twitter and how to Tweet! This is a free workshop for Chamber members and Main Street businesses, but it is open to the public (\$5/seat). The nominal fee helps to cover the costs of materials. Please RSVP to Jenny Jenkins (319-372-5471) no later than Friday, February 24. The session will take place at noon on February 29th, and will last one hour.

*Congratulations*

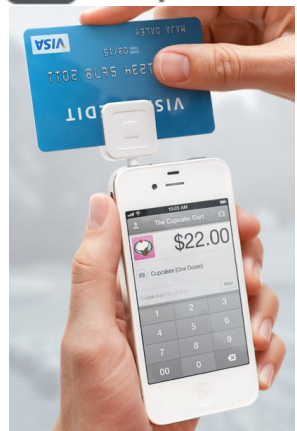
to Hitomi Wendorf, Martha Wolf & Sue Saunders  
for successfully transitioning the management  
of the Ivy Bake Shoppe!





### New credit/debit card processing option for small businesses

Last month, you heard that we started to accept credit/debit cards by using a smartphone app called Square. Well, after some very positive discussions with the company (who also created Twitter!), they would like to partner with Fort Madison Main Street in a pilot program. We have received a shipment of 50 *free* card readers, and Square decals to place on your windows. This is a great tool for businesses who are looking for alternatives to the traditional credit/debit machine, or do business on the go. There are no user fees (no flat monthly/yearly fees) and the transaction rates are very competitive. Each transaction has a 2.75% rate, no matter the amount. The fees are even less than PayPal! You can e-mail or print receipts on the spot, and the funds will be immediately be deposited into the account of your choice. Square has told us that if we get businesses to try this out, they'd like to do a national advertising campaign, that would feature Fort Madison. Main Street and the Chamber have used the smartphone



app quite a few times, and found it to be incredibly simple and convenient. If you're interested in learning more, or trying out a reader for a few days, let us know!

### Thinking of renovating your property?

One of the perks of being a formally designated Main Street community, is the FREE design assistance by professionals at Main Street Iowa! They can help create new designs for the exterior of your property, and also discuss potential uses and plans for the interior. Their 2012 calendar is filling up fast, as they have nearly 50 communities to assist. If you want some of this FREE, professional design assistance, please contact us ASAP!!!

Don't forget, that rehabilitation/renovations on most historic buildings downtown qualify for up to a 45% in tax credits! Wanna know more? Just ask us!

### Grant Updates

Main Street and the City have worked with the architects for the CDBG Façade Master Plan to come up with the contract. The City is currently in the contract approval process, and design review and bid documents will be created in February and March. Construction is still expected to start this spring! Main Street Business Improvement Committee will be applying for a Mid-American Energy Economic Development grant to cover the costs of printing new business recruitment materials. The Design Committee will also be assisting with the application for Alliant Energy's local partner-



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ship program. We hope to receive some funding that will help cover the costs of the Iowa State University's PLaCE program expenses as it relates to a downtown streetscape master plan. If we awarded the opportunity to work with the PLaCE program, graduate students would start working on the master plan later this fall.

## Pledge Drive

Thank you to everyone who has pledged to support our downtown revitalization efforts for the next three years! To date, we have raised over \$15,000 in private investments! We have some huge development plans for downtown over the next few years, as well as working on some major tourism initiatives, among other educational and business recruitment projects. If you haven't done so already, please consider making an investment in the future of our historic downtown commercial corridor. It's incredibly affordable, and we will work out a schedule that fits your needs!

Pledge Amount	Per Day	Per Month	Per Quarter
\$25.00	\$0.07	\$2.08	\$6.25
\$50.00	\$0.14	\$4.17	\$12.50
\$100.00	\$0.27	\$8.33	\$25.00
\$150.00	\$0.41	\$12.50	\$37.50
\$200.00	\$0.55	\$16.67	\$50.00
\$250.00	\$0.68	\$20.83	\$62.50
\$500.00	\$1.37	\$41.67	\$125.00

You can also visit us online at [www.fortmadison.com/mainstreet/pledge](http://www.fortmadison.com/mainstreet/pledge)

## All Aboard!

*Santa Fe Railway Historical & Modelers Society Mini-Meet*

Main Street has worked with the North Lee County Historical Society and Steve Rippeteau on coordinating some downtown efforts to celebrate the mini-meet on April 13th and 14th. Mini-meet registrations have already started to roll in, and are also available on our website (<http://fortmadison.com/thingstodo/minimeet/>) as well as at [www.fortmadisonhistory.org](http://www.fortmadisonhistory.org). Main Street wants to have their registration packets filled with downtown goodies, upon their arrival. Most of the mini-meet will be taking place at the



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Kingsley Inn/ Alpha's on the Riverfront and at the CB&Q Depot. We are highly urging everyone to start developing your promotion to attract these folks to your business. We'd like to include the new downtown directory, as well as any coupons, specials, etc. that you may have available specifically for those participants. Please call us ASAP if you want to be a part of this promotion. *We will be compiling the registration packets in March, so we need to know who and what we will be including by February 29th, at the very latest.*

## Immediate Volunteer Needs

*We have some upcoming projects (see below), and have already created some work plans and found some committed volunteers, we just need a little more help! If you see anything below that you'd be willing to donate a little time please let us know! These are quick projects that don't require much time, but will help make a big impact! Some of these projects can be done from the comfort of your own home. We also try to coordinate most communication through e-mail and phone, so there won't be as much time required for meetings as in the past!*

Need	Estimated time to be donated	Summary
Big Buckle Bash Task Force	10 hours (Feb - Sept 1 event, 2012)	Plan details of the event, help on the day of (work plan already created from last year)
Business Recruitment	<1 hour (Feb-Mar 2012)	Give us names of other businesses you've seen in other communities (60-160 miles away) that you'd like to see here in FM and would thrive.
Christmas Committee	8 hours (Feb - Dec 2012)	Determine and set-up holiday-related retail promotions and events
Rental Survey	2 hours (Feb-Mar 2012)	Talk to specific list of property owners to find out rental rates and square footage (survey forms are already created)
High School Start-Up Competition	<10 hours (Sept-Oct 2012)	Act as a mentor to teams of high school students from public/private. Mentors will help answer questions about writing business plans and general business principles. 6 week program.
Social Media Promoter	At your convenience	Help promote Main Street events on your personal Facebook and other social media accounts (Twitter, etc.); invite friends to like our Facebook page and blog
Spotlight article writer	At your convenience	We would like to start writing articles on our blog and for the local papers on our businesses. We need volunteers to help write the articles (to be done at your convenience). Goal is at least one article per month.





## VALENTINE'S DAY SPECIALS



### *Subs & Sobs*

**When:** February 9, 2012

**Time:** 5-8:30pm

**Where:** SubArena, 2805 Avenue L

**Price:** Free! Donations welcomed.

### *Iowa Chops Dinner and a Movie*

**When:** February 10, 2012

**Time:** 5-7:30pm

**Where:** Elks Lodge, 719 Avenue H

**Price:** \$11.99

\*Movie will start at 7pm\*

*Lights, Camera, Action* will be showing "Places in the Heart," where you can enjoy watching a moving film while having a great meal! On February 9th, Sub Arena will be offering their regular menu, along with a few surprises! On February 10th, the Elks' Iowa Chops Dinner will include a garden salad, large Iowa chop, twice baked potato, Pennsylvania Dutch green beans & dinner roll. ADVANCE TICKET PURCHASE INCLUDES FREE DESSERT!

### *Places in the Heart*

Edna Spalding finds herself alone and broke on a small farm in the midst of the Great Depression when her husband the Sheriff is killed in an accident. A wandering black man, Moses, helps her to plant cotton to try and keep her farm and her kids together. She also takes on a blind boarder, Mr. Will, who lost his sight in the first World War. She must endure storms and harsh labor to try and make her mortgage payment on time. Starring Sally Field, Ed Harris, and Lindsay Crouse.

### *Hitomi's Hot Cupid Dinner*

Join Hitomi and the Ivy Bake Shoppe for a romantic and exotic multi-course dinner with Japanese flair to treat your Valentine! Reservations only. Call the Ivy at 372-9939 to make your reservations today!

**When:** Saturday, February 11

**Time:** 6:30pm

**Where:** Ivy Bake Shoppe

**Cost:** \$35





## Mark your calendars!

- Feb. 6 Main Street presentation at Kiwanis, 12pm, Parthenon
- Feb. 8 Business Improvement Committee meeting, 5:30pm, FMP
- Feb. 9 *Subs & Sobs: Lights, Camera, Action*, 6:30pm, SubArena
- Feb. 10 **Fort Madison Partners' Annual Dinner**, 5pm, Comfort Inn & Suites  
*Iowa Chops Dinner & a Movie: Lights, Camera, Action*, 6:30pm, Elks Lodge
- Feb. 13 Historic Preservation Commission, 5:30pm, City Hall
- Feb. 14 Main Street presentation at Lions, 12pm, Parthenon  
NLCHS meeting, 7pm
- Feb. 15 Main Street Board Meeting, 5:30pm, FMP
- Feb. 17 Ambassador Call: State Central Insurance, 8:30am, 914 Avenue G
- Feb. 19 FM Day at Carver Hawkeye Arena
- Feb. 21 Main Street Update at City Council, 7pm, City Hall
- Feb. 24 Ambassador Call: Pilot Grove Savings Bank, 8:30am, 619 9th Street
- Feb. 29 Social Media Workshop, 12pm, Public Library
- Mar. 1 Main Street Coffee Talk, 8am, Ivy Bake Shoppe